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November 2007 CI KM '07: Proceedings of the sixteenth ACM conference on Conference on informat
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Contextual Advertising is a type of Web advertising, which, given the URL of a Web page, aims to embed into the page (typically via JavaScript) the most relevant textual ads available. For static that are displayed repeatedly, the matching ...


Keywords: text classification, text summarization

2 [interactions: Volume 15 Issue 3](#) May 2008 issue Volume 15 Issue 3

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4 [Theory research at Google](#) Gagan Aggarwal, Nir Ailon, Florin Constantin, Eyal Even-Dar, Jon Feldman, Gereon Frahling, Monika Henzinger, S. Muthukrishnan, Noam Nisan, Martin Pal, Mark Sandler, Anastasios Sidiropoulos

June 2008 ACM SIGACT New s, Volume 39 Issue 2

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